



Take The 10•10•10 Challenge Today!!!

What Is the 10•10•10 Challenge?

The Challenge is an effort to encourage Kentucky's citizens, businesses and organizations to reduce their waste generation, energy consumption and water use by 10% over a 3-year period.

Why Participate in the Challenge

The 10•10•10 Challenge is a chance for you to help keep Kentucky's landscapes, air and water cleaner, as well as help reduce household and workplace costs related to waste, water and energy. Small changes in how we go about our daily lives and operate in our workplaces can make a huge difference to the environment and the bottom line. So, give it your 10%.

How Do I Get Started?

Taking the 10•10•10 Challenge is easy. Simply register yourself, your business or your organization and begin taking steps to reduce your environmental impact. You can participate as a team or as an individual. If you are part of a pledge team, be sure to select your team name when you register so your group is credited. If you do not have a team, no problem. Just sign up individually and take your first step to changing the future of Kentucky. Tips, workplace campaign ideas and other challenge resources can be found at dca.ky.gov.

How Do I Take the Pledge?

- ★ Visit the 10•10•10 Web site at www.101010challenge.com
- ★ Take the Pledge
- ★ Make a Difference

Contact us:
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**Living Greener
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Promoting sustainability
across Kentucky.



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